

Development Services Department Secret Shopper Program

In Person Visit Instructions

Preparing to Shop

- Prepare Secret Shopper feedback forms prior to your visit; annotate the date and time, the division you plan to visit, and the business you need to conduct

Making the visit

- Make your Secret Shopper visit during normal business hours
- Please don't tell the person assisting you that you are a Secret Shopper
- Conduct your visit as you normally would
- If the person you speak with does not give you their name, be sure to ask for it before you leave or ask for a business card

Complete the feedback form

- Complete the feedback form immediately after your visit
- Please write legibly using clear and concise statements
- Please provide as much information as possible concerning your experience
- Bring your feedback forms with you to the next Secret Shopper meeting
- Please target one area/division per feedback survey

Be objective

- Report in a factual manner based on direct observations during your visit
- Report specific behaviors and instances instead of personal opinion or speculation
- Report in a manner that will positively contribute to the continuous improvement efforts of our department
- Please note customer-pleasing elements, best practices, or recommendations for further improvement

Considerations

- Honest feedback, both positive and negative, is valuable to the department
- For areas you rate as Fair, Poor or Unacceptable, please be sure to complete the Additional Comment portion of the feedback form